

Message Text

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ORIGIN AGR-10

INFO OCT-01 NEA-10 ISO-00 AID-05 CIAE-00 COME-00 EB-07

FRB-01 INR-07 NSAE-00 USIA-15 TRSE-00 XMB-04 OPIC-06

SP-02 CIEP-02 LAB-04 SIL-01 OMB-01 /076 R

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DRAFTED BY FAS:FMD: O&P JFLANKFORD:KJL

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FAS:FMD:JDMINYARD-AGRIC

FAS:AA:TRFREEMAN-AGRIC

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ERBEVIS AGRIC

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R 231932Z JUL 75

FM SECSTATE WASHDC

TO USINT BAGHDAD

INFO AMEMBASSY BEIRUT

UNCLAS STATE 173534

E.O. 11652: NA

TAGS: EAGR, EPAP, BTRA, IZ

SUBJ: U.S. SOYBEAN MARKET DEVELOPMENT TEAM TRAVEL

REF: STATE 0750

1. APPRECIATE ASSISTANCE PROVIDED TO SUBJECT TEAM BY MEMBERS OF
U.S. INTEREST SECTION IN BAGHDAD.

2. BOTH FOREIGN AGRICULTURAL SERVICE AND THE AMERICAN SOYBEAN
ASSOCIATION HAVE GREAT INTEREST IN DEVELOPING MARKET IN IRAQ FOR
SOYBEAN AND SOYBEAN PRODUCTS AS RAPIDLY AS POSSIBLE,
PARTICULARLY IN VIEW OF LARGE 1975 U.S. SOYBEAN CROP PROSPECTS. THIS
INTEREST PROMPTED TRIP TO IRAQ AND OTHER MIDDLE EAST COUNTRIES BY ISO
(FAS) AND SMITH(ASA). THEIR MISSION WAS AS FOLLOWS: (1) TO DETERMINE
THE MARKET POTENTIAL FOR SOYBEANS AND SOY PRODUCTS; (2) TO IDENTIFY
MARKET DEVELOPMENT ACTIVITIES THAT NEED TO BE INITIATED IN ORDER TO
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SPEED MARKET GROWTH; AND (3) TO DETERMINE POTENTIAL LOCATION OF ASA
MIDDLE EAST OFFICE PROVIDED MARKET AND NEEDS FOR MARKET
DEVELOPMENT WARRANTS IT.

3. TRADE SERVICING IS AN IMPORTANT PART OF OUR MARKET DEVELOPMENT PROGRAM IN MANY COUNTRIES, BUT IT DEPENDS UPON THE STAGE OF DEVELOPMENT IN EACH. IN RESPECT TO IRAQ, IT IS DOUBTFUL THAT TRADE SERVICING WOULD RECEIVE VERY MUCH ATTENTION AT THIS STAGE OF DEVELOPMENT. SMITH APPARENTLY MISUNDERSTOOD IN REGARD TO CABLE QUOTE ASA NOT PRIMARILY INTERESTED IN EXPANDING U.S. EXPORTS, BUT IN SERVICING CUSTOMERS AFTER MARKET DEVELOPED UNQUOTE. THIS IS NOT, REPEAT NOT, ASA NOR FAS POLICY.

4. FAS AND ASA WILL JOINTLY FOLLOW-UP ON ALL LEADS IN IRAQ AND SUPPLY LITERATURE ASAP. YOU REALIZE THAT MARKET DEVELOPMENT PROGRAMS THAT MAY BE INITIATED ARE, OF COURSE, DEPENDENT UPON FUNDS APPROPRIATED FOR SUCH ACTIVITIES AND PERSONNEL AVAILABLE TO CARRY OUT THE ACTIVITIES.

5. U.S. SOYBEAN INDUSTRY WILL BE PLASED TO KNOW OF YOUR ASSESSMENT OF IRAQ AS A PROMISING MAREKT FOR SOYBEANS AND SOY PRODUCTS.
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